

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application; where claims have been cancelled, Applicant has cancelled the claims without prejudice and reserves the right to present the claims in a
5 continuing application:

LISTING OF THE CLAIMS

Claim 1 (currently amended): A method for issuing a product recall signal

10 notice to a product comprising the steps of:

accepting a product identifier that identifies a group of one or more
products;

generating a product recall signal message according to the product
identifier; and

15 conveying the product recall signal message to the product from outside of
the product on a plurality of occasions.

Claim 2 (original): The method of Claim 1 wherein accepting a product
identifier comprises accepting one or more of a stock keeping unit number, a
20 serial number, a lot code and a date code.

Claim 3 (currently amended): The method of Claim 1 wherein generating
a product recall signal message comprises generating a product recall signal
message that includes the product identifier.

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Claim 4 (currently amended): The method of Claim 1 wherein generating
a product recall signal message comprises:

determining a digital identification number associated with the product
identifier; and

30 generating a product recall signal that includes the digital identifier.

~~including the digital identification number in a signal message[.]~~

Claim 5 (cancelled).

5 Claim 6 (cancelled).

Claim 7 (currently amended): The method of Claim 1 wherein conveying the product recall signal message to the product on a plurality of occasions comprises:

10 determining a ~~conveyance~~ time slot according to the product identifier;
~~associated with the product[;]~~ and
conveying the product recall signal message to the communications
channel during the time slot wherein the time slot occurs on a recurring
deterministic basis ~~on a periodic basis.~~

15 Claim 8 (original): The method of Claim 1 further comprising conveying a
time beacon to the product.

Claim 9 (currently amended): A method for issuing a product recall notice
20 to a product comprising the steps of:
accepting a product identifier that is associated with a group of one or
more products;
~~determining~~ selecting a communications channel according to the product
identifier; ~~to a product[;]~~
25 generating a product recall signal message according to the product
identifier; and
conveying the product recall signal message to the selected
communications channel.

Claim 10 (original): The method of Claim 9 wherein accepting a product identifier comprises accepting one or more of a stock keeping unit number, a serial number, a lot code and a date code.

5 Claim 11 (currently amended): The method of Claim 9 wherein ~~determining~~ selecting a communications channel comprises determining one or more of a carrier signal frequency, pseudo random number sequence, a network address and a telephone number.

10 Claim 12 (currently amended): The method of Claim 9 wherein generating a product recall signal message comprises generating a product recall signal message that includes the product identifier.

15 Claim 13 (currently amended): The method of Claim 9 wherein generating a product recall signal message comprises:
determining a digital identification number associated with the product identifier; and
generating a product recall signal that includes the digital identification number, including the digital identification number in a signal message[.]

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Claim 14 (currently amended): The method of Claim 9 wherein conveying the product recall signal message to the communications channel comprises conveying the product recall signal message to at least one of a wired communication medium and a wireless communications medium.

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Claim 15 (currently amended): The method of Claim 9 wherein conveying the product recall signal message to the communications channel comprises conveying the product recall signal message to at least one of a cable television distribution system, a utility power distribution system and a
30 switched telephone network.

Claim 16 (currently amended): The method of Claim 9 wherein conveying the product recall signal message to the communications channel comprises:
determining a conveyance time slot according to the product identifier
5 ~~associated with the product~~; and
conveying the product recall signal message to the communications channel during the time slot wherein the time slot occurs on a deterministic repeating basis for a particular amount of time.

10 Claim 17 (currently amended): The method of Claim 9 wherein conveying the product recall signal message to the communications channel comprises conveying the product recall signal message to the communications channel on a plurality of occasions. ~~periodic basis[.]~~

15 Claim 18 (currently amended): The method of Claim 9 further comprising conveying a time beacon to the communications channel.

Claim 19 (cancelled).

20 Claim 20 (currently amended): An apparatus for conveying a product recall notice to a product comprising:
product identification unit that accepts a product identifier that corresponds to one or more products in a target group;
signal generator that ~~is capable of generating~~ generates a product recall
25 ~~signal message~~ according to the product identifier; and
signal transmitter that ~~is capable of conveying~~ conveys the product recall signal message to the product from outside of the product on a plurality of occasions.

Claim 21 (currently amended): The apparatus of Claim 20 wherein the product identification unit ~~is capable of accepting~~ accepts one or more of a stock keeping unit number, a serial number, a lot code and a date code.

5 Claim 22 (currently amended): The apparatus of Claim 20 wherein the signal generator generates a product recall signal message based that includes the product identifier.

10 Claim 23 (currently amended): The apparatus of Claim 20 wherein the signal generator:
determines or receives a digital identification number associated with the product identifier; and
generates a product recall signal message that includes the digital identification number.

15 Claim 24 (cancelled).

Claim 25 (cancelled).

20 Claim 26 (currently amended): The apparatus of Claim 20 wherein the signal transmitter ~~is capable of conveying~~ conveys the product recall signal message to the product during a particular time slot, wherein the time slot occurs on a deterministic repeating basis for a particular amount of time.

25 Claim 27 (currently amended): The apparatus of Claim 20 wherein the signal transmitter ~~is capable of conveying~~ conveys the product recall signal message to the product on a periodic basis.

Claim 28 (currently amended): The apparatus of Claim 20 wherein the signal transmitter ~~is capable of conveying~~ conveys a time beacon to the product.

5 Claim 29 (currently amended): An apparatus for conveying a product recall notice to a product comprising:
product identification unit that accepts a product identifier;
communications interface configurable according to the product identifier;
and
10 signal generator that generates a product recall signal ~~message~~ according to the product identifier and conveys the product recall signal ~~message~~ to the communications interface channel.

Claim 30 (original): The apparatus of Claim 29 wherein the product
15 identification unit accepts a product identifier in at least one of the formats including a stock keeping unit number, a serial number, a lot code and a date code.

Claim 31 (original): The apparatus of Claim 29 wherein the
20 communications interface is configurable according to at least one of a carrier signal identifier, pseudo random number sequence, a network address and a telephone number.

Claim 32 (currently amended): The apparatus of Claim 29 wherein signal
25 generator generates a product recall signal ~~message~~ that includes the product identifier.

Claim 33 (currently amended): The apparatus of Claim 20 wherein the signal generator:

determines or receives a digital identification number associated with the product identifier; and
generates a product recall signal message that includes the digital identification number.

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Claim 34 (original): The apparatus of Claim 29 wherein the communications interface comprises at least one of a wired and a wireless interface.

10 Claim 35 (original): The apparatus of Claim 29 wherein the communications interface comprises at least one of a cable television interface, a utility power interface and a switched telephone network interface.

15 Claim 36 (currently amended): The apparatus of Claim 29 wherein the communications interface further comprises a time-slot unit that determines or receives a time-slot associated with the product identifier and also conveys the product recall signal message to the product during the determined time-slot.

20 Claim 37 (currently amended): The apparatus of Claim 29 wherein the signal generator ~~is capable of conveying~~ conveys the signal message to the communications channel on a plurality of occasions ~~periodic~~ basis.

25 Claim 38 (original): The apparatus of Claim 29 wherein the signal generator is capable of conveying a time beacon message to communications channel.

Claim 39 (cancelled):